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2152

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Application Number

09/769,924

Filing Date

January 25, 2001

First Named Inventor

Brimson, et al

Group Art Unit

2152

Examiner Name

TBA

Total Number of Pages in This Submission

2

Attorney Docket Number

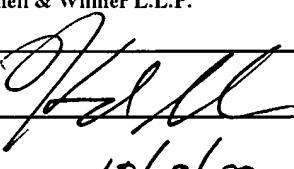
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<input type="checkbox"/> Affidavits/declaration(s)	<input type="checkbox"/> Petition to Convert a Provisional Application	<input type="checkbox"/> Status Letter	
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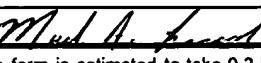
## SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT

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Applicant(s): Bimson, et al.

Docket No.: 40655.0300

#7  
T.D.  
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Serial No.: 09/769, 924

Confirmation No.: 5337

Filed: January 25, 2001

Group Art Unit: 2152

Examiner: TBA

TITLE: CONTENT MANAGEMENT APPLICATION FOR AN INTERACTIVE ENVIRONMENT

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POWER OF ATTORNEY BY ASSIGNEE  
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AMERICAN EXPRESS TRAVEL RELATED SERVICES COMPANY, INC. (hereinafter "Assignee"), a corporation having a place of business at General Counsel's Office, American Express Tower, World Financial Center, New York, New York 10285-4900, certifies that to the best of Assignee's knowledge and belief, it is the assignee of the entire right, title, and interest in and to the above-captioned United States patent application and represents that the undersigned is a representative authorized and empowered to sign on behalf of the Assignee.

Ownership of the above-identified patent application is established by virtue of the following documentary evidence that has been reviewed by the undersigned:

Assignments from the inventor(s) of the patent application identified above. The assignments were recorded in the Patent and Trademark Office at Reel 011502, Frame 0647, Reel 011522, Frame 0458, and Reel 011759, Frame 0556, or for which a copy thereof is attached.

AMERICAN EXPRESS TRAVEL RELATED SERVICES COMPANY, INC., the Assignee of the entire right, title, and interest in and to the above-captioned United States patent application and all inventions disclosed and claimed therein, hereby appoints as its attorneys to prosecute the above-captioned United States patent application and to transact all business in the United States Patent and Trademark Office connected therewith and with the resulting patent, individually and collectively:

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and the registered attorneys associated with Snell & Wilmer's Customer Number 020322.

Please send all further correspondence to Snell & Wilmer L.L.P. at the above address.

By: Stephen P. Norman  
Stephen P. Norman  
Title: Secretary  
Date: 23 Sept 2002